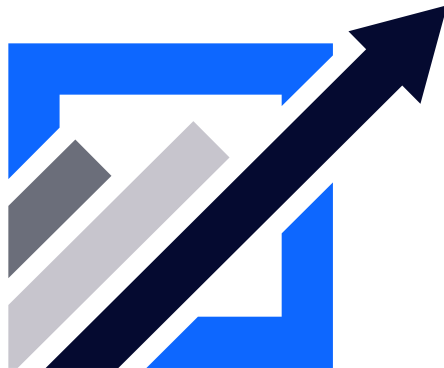


# Case Study: **Attorney Dean Boyd**



**Rotation Direct**<sup>®</sup>

(512)-580-9043

# Overview

The Marketing team at Attorney Dean Boyd, a distinguished law practice focusing on personal injury cases, forged a strategic alliance with Rotation Direct to enhance and elevate their self-serve digital advertising initiatives. Through the meticulous execution of a comprehensive 90-day implementation plan, coupled with the dedicated support of Rotation Direct's proficient Client Experience team, Attorney Dean Boyd's practice experienced significant advancements in their online advertising landscape. This collaboration not only streamlined their digital marketing efforts but also fostered a tailored approach to engaging their target audience, reinforcing Attorney Dean Boyd's commitment to providing unparalleled legal expertise in the realm of personal injury law.



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# Objectives

- Acquire an in-depth comprehension of the procedures essential for incorporating self-serve digital advertising seamlessly into their pre-existing strategies.
- Enhance the precision of advertising campaigns by refining strategies and channels to effectively reach and attract top-tier leads.
- Cultivate a consistent delivery of favorable outcomes to generate superior leads of exceptional quality.



# Key Result



**90 days  
managed to  
in-house**



**60%**  
**cost savings  
estimate**



**30% increase in  
weekly leads**



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# Conclusion

Dean Boyd's accomplished Marketing Team, specializing in personal injury cases, is dedicated to sourcing high-quality leads for potential clients in Texas, New Mexico, and Oklahoma. To adapt to the evolving digital landscape, the team strategically partnered with Rotation Direct, implementing a 90-day plan.

This collaboration focuses on smoothly transitioning from a managed to a self-serve operational model. The plan includes thorough training in campaign setup, optimization, and reporting, ensuring the team's adeptness in navigating self-serve digital advertising.

Rotation Direct's specialized services aim to enhance the precision and efficacy of Dean Boyd's digital advertising initiatives. The partnership underscores a commitment to not only drive high-quality leads but also adapt proactively to digital marketing changes.

By empowering the team with skills for self-serve advertising, Dean Boyd's Marketing endeavors to streamline operations and stay dynamic in the digital landscape. This collaboration positions them for a targeted approach, reinforcing Dean Boyd's authority in personal injury law across the specified regions.



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